



Swain School of Design

SEASON 1933-34

NEW BEDFORD, MASSACHUSETTS

TRUSTEES
OF THE
SWAIN SCHOOL of DESIGN

Founded in 1881

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EDMUND WOOD

Vice President
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OFFICERS OF ADMINISTRATION

Allen Dale Currier, A. A., Director

Alda Alves, Secretary and Registrar

In accordance with the wishes of the founder of the school, the trustees make it possible for all to enjoy the benefits of the school, regardless of religious or political beliefs, whose character and condition entitle them to admittance.

A minimum registration fee is charged as a guarantee of earnest and sincere attention and faithful attendance, in lieu of tuition, and to assist in the defraying of some of the expenses of maintaining the buildings and grounds.

An extract from the will of the late William W. Swain reads as follows:

"My hope is that the provision herein made will be sufficient for establishing and supporting a school of high character where the pupils may receive a thorough education upon the most liberal and enlightened principles."



Preface

THE catalog presents courses this season in both the Fine Arts and the Practical Arts. The outline of courses in the Fine Arts has been prepared for those students who wish to pursue the study for cultural or esthetic reasons or for the purpose of exhibiting. The courses in Practical Arts have been prepared for the specific purpose of training students in such a way that they may, upon completion of their prescribed study, be competent to enter the various fields of Commercial Art as professional artists and designers.

Students will receive a thorough knowledge of the field together with a comprehensive review of the requirements and limitations of the engraver and the printer, and the mechanics involved in the process of reproduction, as well as manufacture and publication.

During the process of each course, students receive actual working assignments, that they may become thoroughly familiar with the terms and requirements of the work. Students are taken on field trips through the various departments of one of the larger Metropolitan newspapers; through a modern engraving plant, printing establishment, publishing house and paper plant, that the entire process of publication of a drawing or painting may be comprehended from the origination of the idea, until it finally appears in a magazine or newspaper, or as a part of an advertising campaign.

Opportunities for young men and women in the several fields of Commercial and Applied Arts have never been so great. The constant appearance of new magazines, papers and periodicals together with the voluminous quantity of advertising copy and publicity issued by commercial business houses, requires the output of unlimited numbers of properly trained men. In view of these facts, young men or women desirous of entering an interesting, practical and profitable profession, will do well to prepare themselves, that they may be capable of enjoying the advantages of a professional income.

THE Swain School of Design operates under a limited Endowment Fund established under the Will of its founder, William W. Swain. While there is no charge made for tuition, registration fees are provided as set forth elsewhere in this catalog.

Since its foundation, in addition to the original endowment, the School has received legacies from several friends as follows:

Francis T. Akin, bequest	\$ 5,000.
William W. Crapo, gift (Crapo Gallery)	25,000.
William W. Crapo, bequest	5,000.
Lucy C. Bedlow	1,000.

The School is doing an important and successful work in the community in teaching to its students appreciation of art and in furnishing them with an opportunity to obtain practical training in the commercial art field. It is the hope of the School that others will be stimulated to further its work by contributions to its endowment.

Reproduced from original
charcoal still life composition.





Combination pastel, ink
and charcoal portrait
study.

All illustrations reproduced
in this catalog are from the
original drawings and paint-
ings of the students represent-
ed.



Division of Creative Art and Illustration

AS outlined in a bulletin issued by the Rochester Athenaeum and Mechanics Institute, Rochester, New York, the prospects for the young man or woman concentrating in any of the branches of Applied Art, are well outlined: "Today the artist has the opportunity for intensely interesting and profitable work in an ever broadening field. In the past, art had few patrons; now every person has unconsciously become a supporter of the arts. For, through the miraculous alchemy of design, articles once intended merely to fill a need have become shapely and colorful. Consider the multiplicity of objects that make up your environment: Autos, clothes, fabrics, Christmas greetings, pottery, billboards, the stage, furniture and rugs, all show the influence of the artist. The dining table is not alone a combination of glue and nails and boards; it is a symphony of line and mass. Silverware has ceased to be merely a number of tools for service; each is a masterpiece of design. Even the kitchen stove has acquired an interesting shape and cheerful color. Turning from actuality to portrayal, the hand of the artist is apparent in the magazine, from first to last. His skill has been potent in the wide development of advertising. He illustrates stories; designs covers; decorates pages and borders, animates with cartoons."

"He who chooses creative art for a life work selects a stimulating profession, one that is financially profitable if he has the requisite ability to make it so. He undertakes work of ever varied interest, which not only permits but demands continuous individual development. Equal opportunities for men and women are offered. But to justify his choice, the student of art must have certain qualifications without which such training is hardly advisable. He must have a real desire to engage in some phase of the art process. He must have a good general scholastic background; preferably graduation from High School. He must have artistic appreciation; that is, a love of beauty. He must have some ability to draw. And above all he must have that quality, perseverance, which keeps him everlastingly at work. Opportunities are increasing."

The Swain School of Design offers an excellent opportunity to learn the various branches of Applied Art, cataloged under the heading of

Creative Art and Illustration

All of the following subjects (architecture excepted) are included in the Commercial Art course. Students not candidates for the diploma, not desiring to include all of the subjects listed, may concentrate on any one subject, but are not exempt from participating in the required elementary subjects which include: Composition; Design; Perspective; Anatomy and Life.

All students in their junior and senior year are at all times under the personal supervision of the Director, and receive criticism and instruction from him solely.



**full, natural
flavor**



Ink and water color rendering for full page magazine commercial advertisement.

KRAFT

*The World's Finest Cheeses
are made or imported by Kraft*

Illustration

The course in illustration offers training in working directly from the draped and costumed model, suggesting situations and action suitable for story illustration. Mediums used include pen and ink, pencil, charcoal, pastel, water color and oils. Students desiring to concentrate in any one of the several mediums have the privilege of so doing. Students are given during the course opportunities to layout and execute as a part of their training, covers for popular magazines and periodicals.

Commercial Art

This course is primarily designed for the purpose of training students to become art directors, artists for engraving houses, visualizers for advertising agencies and general technicians for employment in the departments of department stores, magazines and printing establishments. All phases of creative art are considered in this course and adequately covered. Drawings and paintings are made in various mediums and emphasis is laid upon the intended processes of reproduction. The advertising value of drawings and the psychological force of design and subject matter are analyzed and stressed.

Fashion Illustration

This course develops the senses of design and color for practical experience in creating garments for general use and for the stage. Required work includes exercises in color, design, life drawing, pencil, charcoal, pen and ink, water color studies, and the study of natural characteristics and history of costumes.

The principle of composition, modern poster design, rapid pen lettering, color theory and color harmony are taught. The course includes pen and ink and brush rendering. Assignments are given to develop the senses of balance and tone in spacing and the compositional arrangement of illustration and text in professional problems.

This course is given only in the evening. The course will include the study of the orders of architecture and their application, house planning, framing, and general construction. The outline will also include wood and brick construction, architectural rendering, general design and construction of buildings.

The technique of the pen and pencil is studied both aesthetically and in relation to the various methods of reproduction. Thorough training is given in the drawing of cartoon and caricature, imaginative drawing, and decorative interpretation of the human form.

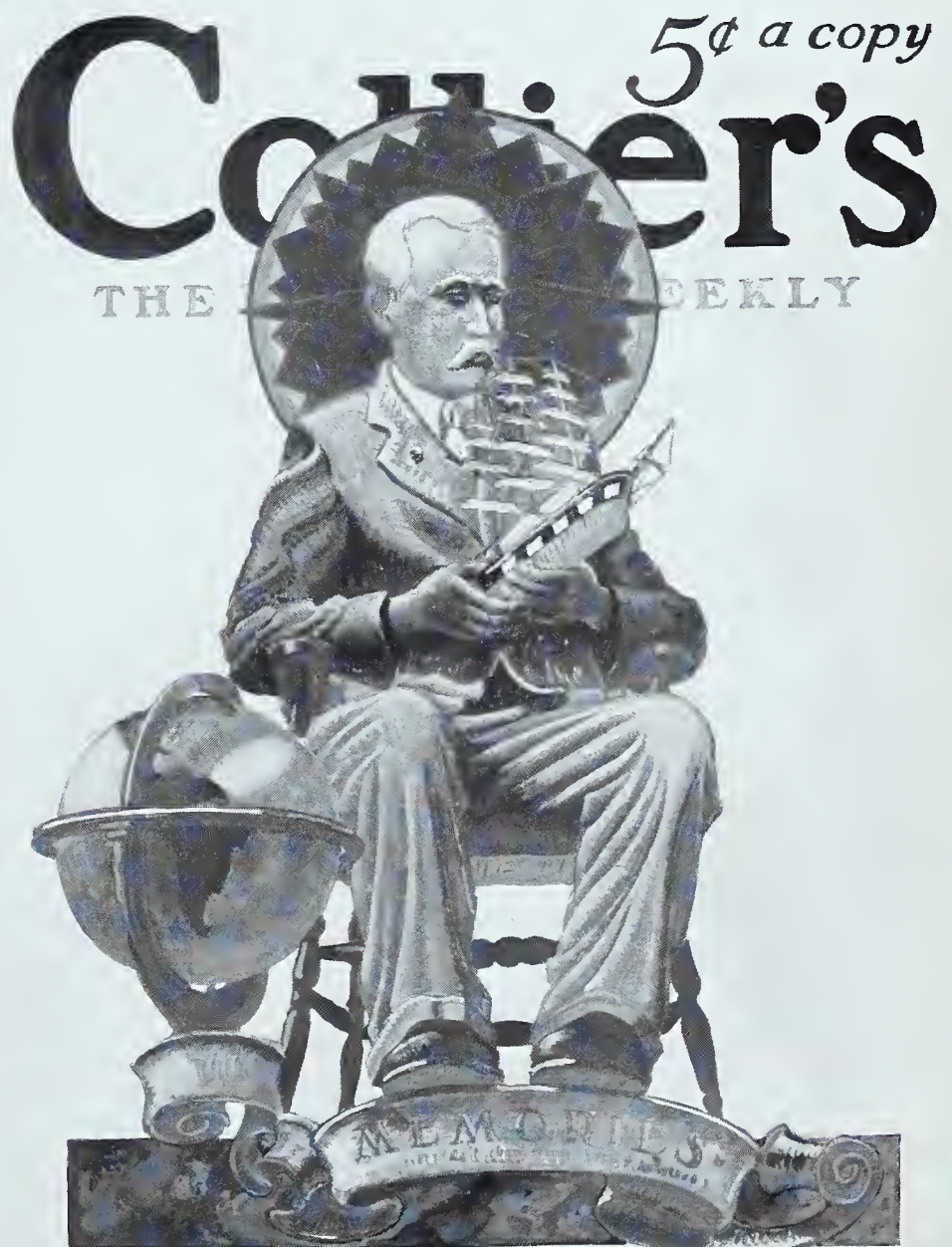
Color is given as a combination lecture and laboratory course. The lectures (numbering eighteen) are supplemented by one period each week in the laboratory. The Dr. Denman Ross system of color as used at Harvard and Radcliff Universities is used and recommended. Two textbooks are required in this course. (Compulsory Freshman Course)

Lettering and
Poster Design

Architecture

Ink and Pencil
Rendering

Color



Original cover design for
popular national magazine
rendered in tempera.

Design

This course includes designs for bookplates, all advertising purposes, ornamentation, general utilities, textiles, stained glass, manufactured articles and textile.

Division of the Fine Arts

The aim of the Division of the Fine Arts is threefold: to provide a sound training in the fundamentals of color, to give practical experience in the methods and processes of painting and drawing, and to offer students the opportunity to develop their own ideas in technique; the ultimate purpose of the course being to graduate students who may later become regular contributors to Art Galleries.

Intensive study is required in the study of anatomy and the figure; drawing from the antique; perspective; still life; composition; and when the weather permits, drawing and painting from nature.

Students desiring to specialize in portraiture are given a practical training in the use of value, line and form; and the use of color in figure drawing and portrait painting. The anatomy of the body and facial expression is studied in detail in addition to the decorative interpretation of the figure.

Students entering the Department as Special Students may select their own subject matter and have a program outline conforming to their major interests. This program must, however, be approved by the head of the department.



Original monochrome wash rendering of an interior.

~~Thurs.~~
~~Friday~~ The evening classes will be in session each Monday, Wednesday and evening from 7:30 to 9:30 P. M. All subjects listed in the catalog will be taught in the evening classes. Wednesday evening of each week will be devoted to drawing from the human figure, manikins and casts. Students may upon special permission, have a course of instruction outlined to meet their special requirements. Special consideration will be given business and professional men, desiring specialized training in a particular subject. Enrollment in many of the courses will be limited, due to specialized equipment used. Students planning to enter any of the evening courses should register at an early date. Although evening students are urged to be present on the opening night of the course, students will be admitted throughout the school year, and will be assigned to classes as vacancies occur.

The purpose of Saturday morning classes is to extend the opportunities of the school to younger students who may be interested in art, but who are otherwise occupied during the week. The class meets every Saturday morning at 9:30 and is in session for a two and one-half hour period terminating at 11:45 noon. Classes are held for students of grammar school age, in addition to classes for adults in both Commercial and Fine Art subjects.

Beginners, with no previous art training, are required to take the regular elementary course in drawing and painting, and may be advanced to the upper classes to study specialized professional subjects as individual progression permits. The age limit for Saturday morning students is fixed at twelve years of age.

No student under sixteen years of age (Saturday classes excepted) will be admitted to any course, whether in the day or evening division. No particular educational requirement is necessary other than ordinary grammar school education, and no previous art training is essential. Students from other Art schools, applying for advanced standing must furnish satisfactory qualifications and credentials. Advanced standing will be granted only to those students who have finished at least one full year in a recognized school, specializing in Commercial or Fine Arts, and passing with a grade of at least C. Former students and graduates of the Swain School of Design will be given preference in classes of restricted enrollment.

All students, regardless of whether enrolling for the day or evening divisions, must register personally at the school office on the day or evening of either September 21 or 22. Students enrolling in the Saturday morning children's class or the adult class in Fine Arts will register Saturday, October 21. Late registrants applying for admittance throughout the year, will make formal registration at the school offices immediately following notification of acceptance. Students should ascertain what materials are required for the various courses and come to the school on the opening of the course fully prepared to enter actively in the work. The office of the school will remain open continuously from 9:00 A. M. to 12:00 A. M. and 1:30 P. M. to 4:00 P. M. Monday, Wednesday, and ~~Friday~~^{Thurs.} evenings 7:00 P. M. to 9:30 P. M. Saturdays 9:30 A. M. to 11:45 A. M. beginning October 21.

Evening Classes

Saturday Classes

Entrance Requirements

Registration



Attendance

As "points of credit" are based on attendance together with scholastic ability, it is particularly important that students attend their classes regularly. Students whose total absence equals twenty-five per cent of the school year will automatically forfeit their credits, and the privilege to re-enter the following year as a second year student. No exception will be made for any cause other than prolonged illness. Students absenting themselves from class must be willing to complete assignments in arrears, and will not be permitted to continue with their regular studies until all unfinished work is brought up to date. **Continual absence or intermittent attendance will be considered sufficient cause for dismissal. Tardiness is recorded as an absence. Students whose absences equal one-fourth the total yearly attendance will receive no credit for the year's work.**

Care of Personal Property

The School will not be responsible for students' materials or property. Students should mark all materials and property with their names, and should not use the property of others without first receiving the owner's consent. Individual lockers will be provided for the school year upon payment of \$1.00; Saturday morning classes, fifty cents. Drawings and paintings of students left in files during process of completion must not be handled or disturbed. Students disturbing or mutilating in any way the work of fellow students will immediately be censored.



Lectures are given during the year on History of Art; Art Appreciation; Applied Psychology; Theory of Color; Principles of Advertising and Publicity; History of Design; Methods and Processes of Painting and Reproduction, and other selected Academic Subjects. All full and part time day students studying for the diploma and majoring in any one of the various departments are expected and required to attend lectures at the rate of two courses each year until they shall have passed eight subjects. Any person not regularly enrolled as a student may attend the lectures by first making arrangements with the Registrar. Students who fail to pass the regular examinations and complete the academic credits, (8), in addition to passing the requirements in life drawing, anatomy, perspective, and design, will not be eligible to become candidates for the diploma of the school.

Through the school year it is necessary to employ the services of professional models that the student may, from observation, study the anatomy and learn to draw the human figure, nude, draped and in costume, and to render satisfactorily from memory the details of the form. In addition to figure drawing, character models will be used for the benefit of students enrolled in the Magazine and Newspaper Illustration courses. To assist in the defraying of the expense of the models' services, **each student enrolled** (Saturday morning and architectural students excepted) is assessed \$3.00. This assessment may be paid in two installments of \$1.50 each and will be added to the regular term bill. The first installment is due at the time of registration, and the second installment due at the beginning of the second semester, the first Monday in January.

Lectures

Model Assessment

Supplies

A complete line of artists' drawing and painting materials and instruments are sold at the school. The materials are of first quality and are carried in stock as a matter of convenience. As the requirement of each course varies considerably, it is advisable to secure a printed slip of materials required for the course of study in which you have registered. There is no expensive outlay for supplies, and students may purchase only those materials actually necessary as the course progresses. Inferior material is often the cause for unsatisfactory student work, therefore, it is to the advantage of the student to make sure that he has the proper material before entering class.

Placement Bureau

Although it is impossible to guarantee positions for all graduates of the school, due to many causes, the Swain School of Design does maintain a department for the purpose of aiding students to secure lucrative positions as soon as they become competent in their respective fields of Art. No charge whatever is made for this service and all students upon graduation are entitled to the privileges of the bureau.

Sales Service Department

For the benefit of the students, a sales service will be maintained for the purpose of disposing of drawings and paintings which in the opinion of the management of the school are salable. Contacts will be made with advertisers and merchants who are in the market for advertising illustrations, and work will be solicited for students. Actual working assignments will be commissioned to students as a part of their scholastic duties, and to furnish them with practical experience. With the exception of a small percentage retained for the maintaining of this department, the full amount of the selling price will be paid to the student.

Social Activities

Immediately following completion of enrollment for the school year, students will nominate and elect class officers, and formulate plans for the Annual Dramatic Presentation, and the social life of the school. During the Winter and Spring, various forms of entertainment are planned, that the members of the day and evening divisions may become acquainted and pleasant and lasting contacts established. A school publication, edited and published by the student body will keep the members of the various courses informed as to the activities of the students, and will provide adequate means for students interested in advertising and layout to obtain practical experience.

Examinations

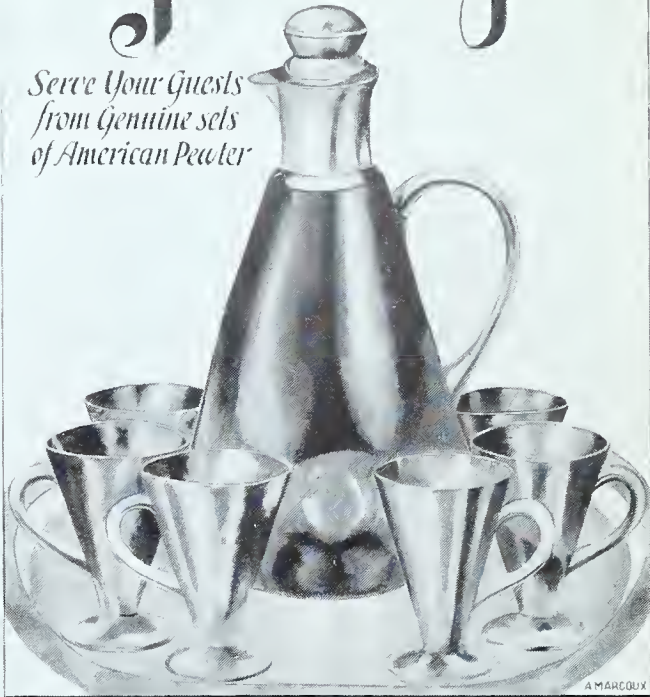
Examinations will be given four times each year for the purpose of determining whether or not the student is fulfilling the reading requirements and assimilating the information given in the lectures. The final grades will be obtained by averaging the marks received during the year on both drawings and paintings together with the written examinations. Students not candidates for diplomas may be excused from taking the examinations.

Black and white wash drawing rendered for magazine advertising.



Gidley's

*Serve Your Guests
from Genuine sets
of American Pewter*



An Attractive Beverage Set for Every Host

Street car poster rendered in poster color.





Reduced six times from the original water color rendering.

Rendered by a student of the evening division.

ORDER DORIC

Grades of Scholarship

A record is kept of each student's work and is expressed at the completion of the course by one of six letters, namely A, B, C, D, E, and F. E is indicative of unsatisfactory work and F denotes failure to complete the requirements of the course. A complete record of the student's work is available at all times including attendance. Students failing to obtain a grade of D or better, are not permitted to continue the succeeding year with the regular second year work.

Diplomas and Certificates

Certificates will be awarded only to those students who complete the regular full year's work with a passing grade of D or better. Students receiving an E at mid-years will be required to raise their mark before they may receive their certificate or be admitted to the second year class. Diplomas will be granted to all students who complete the prescribed four year course, and pass satisfactorily the examinations given at the conclusion of each year's work. A final examination will be given at the end of the four year course, and must be passed with a grade of C—or better. Students not wishing to take examinations will be given credits for work accomplished.

Exhibitions of students' work will be held during the school year in the Crapo Galleries, and a final exhibition of drawings and paintings will be held for a brief period following the close of school in June. In addition to exhibitions of students' drawings and paintings, miscellaneous exhibitions of Fine, Commercial and Applied Arts will be held, together with special showings of works of interest having a definite relationship with the courses covered at the School. In addition to the exhibitions, it is intended to hold a series of lectures in the lecture hall of the Crapo Galleries, to which the general public is invited. The lectures will be delivered in a popular manner and will cover subjects of general importance related to the Arts.

Students unable to attend the opening classes will be admitted throughout the school year, and will be assigned to the various classes as vacancies occur.

First Semester—Fourth Monday in September to the third Friday in December.

Second Semester—First Monday in January to the first Friday in March.

Third Semester—Second Monday in March to the fourth Friday in May.

Commencement—First Thursday in June.

Summer School—Fourth Monday in June to first Friday in August.

A summer drawing and painting class is conducted from the fourth Monday in June to the first Friday in August, the purpose of the course being to provide an opportunity for the student to work from nature under constant supervision. The unexcelled geographical location of the school affords unlimited possibilities for the student desiring to concentrate in any particular choice of subject matter. Country, Sea, Dunes, Wharves, Picturesque Gardens, and Cape Cod Homesteads are easily accessible. During inclement weather, students work in one of the larger studios in the school building. The course is conducted by Mr. David I. MacIntosh, holder of the Paige Fellowship of the Boston Museum of Fine Arts, and an artist of considerable prominence. Mr. MacIntosh received his training both in this country and abroad, and exhibited in the Salon, Paris, in 1929.

Registration for summer class (six weeks)	\$25.00 full time
	15.00 part time

Although there are no dormitories on the campus, or managed by the school, there are ample facilities for the housing of out-of-town students desiring to reside near the school. Excellent rooms in the homes of private families, residing in the better part of the residential section of New Bedford, may be obtained with or without board at nominal rates. There are also rooms available at the Young Women's Christian Association and the Young Men's Christian Association. All rooms to be occupied by incoming students are inspected by a representative of the school before being recommended and approved.

Columbus Day, October 12.	Armistice Day, November 11.
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Thanksgiving Day, November 30.

Christmas, December 18 to January 1, inclusive.

Washington's Birthday, February 22.

Spring Vacation, One week at Easter.

Patriot's Day, April 19.

Memorial Day, May 30.

School Exhibitions

Calendar of the School

Summer School

Dormitories

School Holidays

REGISTRATION FEES

The Board of Trustees have fixed the following fees for the present year:
 Day Classes (all day) if paid in one payment \$50.00 per year

Per term, \$20.00—3 terms equal one school year

Day Classes (mornings)	30.00 per year
Day Classes (afternoons)	30.00 per year
Evening Classes (Monday, Wednesday and ^{Thurs.} Friday)	20.00 per year
Saturday Classes	10.00 per year

Summer School (Outdoor Painting and Drawing):

Fourth Monday in June to first Friday in August 25.00 six wks.

No deductions made for part term attendance or discontinuing classes.

Students enrolling in the day classes may pay in three equal installments due at the beginning of each semester. Students enrolling in the evening classes may pay in two installments of \$10.00. The first installment is due at the time of registration, and the second installment due the first Monday in January.

Schedule of Hours — Major Classes

Morning

Lectures	Daily (Friday and Saturday Excepted)	9:07 - 10:00
Commercial Art	Daily	9:07 - 12:00
Charcoal	Monday, Tuesday and Friday	9:07 - 12:00
Oil Painting and Pastels	Monday, Tuesday and Friday	9:07 - 12:00
Life	Wednesday	9:07 - 12:00
Perspective	Friday	9:07 - 12:00
Lettering and Design	Thursday	9:07 - 12:00

Afternoon

Commercial Art	Daily	1:30 - 3:30
Fine Art Subjects	Tuesday and Friday	1:30 - 3:30
Portrait	Monday	1:30 - 3:30
Life	Wednesday	1:30 - 3:30
Anatomy (1st half year)	Thursday	1:30 - 3:30
Illustration (2nd half year)	Thursday	1:30 - 3:30
Color	Friday	1:30 - 3:30

Evening

Commercial Art	Monday, Wednesday and ^{Thurs.} Friday	7:30 - 9:30
Fine Art Subjects	Monday and ^{Thurs.} Friday	7:30 - 9:30
Architecture	Monday, Wednesday and ^{Thurs.} Friday	7:30 - 9:30
Life	Wednesday	7:30 - 9:30
Photography (Extension Course)	Wednesday	7:30 - 9:30
Show Card Writing	Wednesday	7:30 - 9:30



Swain School of Design

New Bedford, Massachusetts

APPLICATION FOR ADMISSION

Date of Application _____

Full name of applicant _____

Age of applicant _____

To be filled out by minors only

Residence _____ Telephone Number _____

Business address of parent or guardian _____

Date at which applicant desires to enter the school _____

Name of Course Entering _____

Mark X in following diagram showing each period for which you have registered.

Monday Tuesday Wednesday Thursday Friday Saturday

Full Time						
Morning						
Afternoon						
Evening						

Have you previously studied Art, if so where? _____

Accepted _____ Director _____

This application is a contract in accordance with the terms and conditions announced by the school. It reserves a place for the **entire course**, subject to written notice, not later than January 15, of withdrawal at the end of any year. **No refund of registration fee for any cause whatever.**

